CHAPTER V
CONCLUSION

5.1 Introduction
FM radio has grown as a prominent medium of mass communication in India and abroad considerably over a period of time. FM radio operations are expanded in the state of Karnataka especially in the urban areas. The FM radio provides information, education, entertainment, advertisement and allied services to the mankind. Experience reveals that a substantial number of women and youth regardless of region and other factors have begun listening to the FM radio broadcasting in modern society. As a medium of communication, FM radio has certain advantages and disadvantages according to the empirical evidence. It is now readily apparent that FM radio can have a profound impact on the people in modern times. The present study evaluated the impact of FM radio on audience with special reference to Karnataka state. This chapter contains the findings of the study, testing of hypotheses, limitations of the study, implications of the study and suggestions for future research.

5.2 Findings of the Study

5.2.1 Demographic Features
- A majority of the respondents belonged to male category (50.79%), young and middle age groups (88.20%), the pre-university and secondary educational categories (57.37%), agriculturists, house wives and unemployed persons’ categories (56.46%) and the middle and low income groups (90.93%) respectively.

5.2.2 Communications Media Exposure
- A majority of the respondents (58.96%) have stated that newspapers were available to them at home as a source of communication.
- A majority of the respondents (60.77%) have stated that magazines were available to them at home as a source of communication.
- All the respondents (100%) have stated that television was available to them at home as a source of communication.
- A majority of the respondents (78.0%) have stated that radio was available to them at home as a source of communication.
- A majority of the respondents (63.49%) have stated that DVD Player was
available to them at home as a source of communication.

- A majority of the respondents (62.59%) have stated that three in one was available to them at home as a source of communication.
- A majority of the respondents (62.81%) have stated that computer was not available to them at home as a source of communication.
- A minority of the respondents (80.95%) have stated that computer with Internet was not available to them at home as a source of communication.
- All the respondents (100%) have stated that mobile was available to them at home as a source of communication.
- A minority of the respondents (81.86%) have stated that mobile with Internet was not available to them at home as a source of communication.
- A majority of the respondents (73.47%) have stated that cable/satellite were available to them at home as a source of communication.

5.2.3 FM Radio Use Pattern

- A majority of the respondents have stated that they listened to the FM radio programmes at home (72%) and while travelling (65%).
- A majority of the respondents have stated that they listened to the FM radio programmes alone (75%).
- A majority of the respondents have stated that they listened to the FM radio programmes 2 to 3 hours (67%) daily.
- A majority of the respondents have stated that they discussed the FM radio programmes with their friends (67%).
- A majority of the respondents have stated that they listen to the ‘Namaskara’ (54%) broadcast by the Red FM 93.5 across the state prominently. Other popular programmes broadcast by this channel include Super Hits Masala’, ‘Super Hits Top 30’, ‘Bindas Bajaisi’, ‘Music Adda’, ‘Omkara’, ‘Savi Savi Nenapu’ and ‘Love Story Dot Com’.
- The respondents listened to ‘No Tension’ (40%), ‘Big TV Star’ (40%), ‘Nenapina Idiot Box’ (39%), ‘Retro Sawari’ (38%), ‘Tulu Talkies’ (36%), ‘Suprabhatha’ (36%), ‘Big Coffee’ (35%), ‘Unplugged’ (35%), ‘Time Tunnel’ (34%) and other programmes.
The respondents listened to ‘Munjaneya Raaga’ (34%), ‘Nann Life Nann Style’ (34%), ‘HI’ (30%), ‘Rewind Raaga’ (25%), ‘Chil Madi’ (18%), ‘Shh’ (17%), ‘Singalooru’ (17%), ‘Pulimunche Sunday’ (16%) and other programmes.

The respondents listened to ‘Super Hits Top 30’ (44%), ‘Super Hit Masala’ (40%), ‘B2B Retro Mix’ (35%), ‘Music Adda’ (25%), ‘Love Story Dot Com’ (24%), ‘Omkara’ (24%), ‘B2B’ (20%), ‘Bindas Bajaisi’ (20%), ‘TODU Nights’ (17%), ‘Morning Manthra’ (17%) and other programmes regularly.

The respondents listened to ‘No Tension’ (40%), ‘Nenapina Idiot Box’ (37%), ‘Retro Talkies’ (36%), ‘Retro Sawari’ (35%), ‘Unplugged’ (35%), ‘Big TV Star’ (34%), ‘Suprabhatha’ (34%), ‘Time Tunnel’ (33%), Big Coffee (31%), ‘Current Affair’ (14%), ‘Back to Back’ (14%) and other programmes regularly.

The respondents listened to ‘Munjaneya Raaga’ (35%), ‘Nann Life Nann Style’ (30%), ‘HI’ (26%), ‘Rewind Raaga’ (24%), ‘Chill Madi’ (19%), ‘Oota Layout Thindi Cross’ (17%), ‘Shh’ (17%), ‘Business Badshaa’ (17%), ‘Singalooru’ (16%), ‘Mirchi Taste of Kudla’ (16%), ‘Just Math Mathalli’ (15%) and other programmes regularly.

5.2.4 Attitude of Respondents towards FM Radio

A majority of the respondents (72.34%) have stated that FM radio was a channel of information diffusion on several aspects of life.

A majority of the respondents (69.61%) have stated that FM radio provided the benefit of exposure in modern society.

A majority of the respondents (60.77%) have stated that FM radio was a positive activity for the audience.

A majority of the respondents (59.41%) have stated that FM radio increased the cognitive performance of the audience.

A majority of the respondents (56.46%) have remained indecisive about their attitude towards FM radio as a source of facilitation of socialization.

A majority of the respondents (53.96%) have neither agreed nor disagreed about their attitude towards FM radio as a source of providing better connectivity to the mankind.

A majority of the respondents (59.41%) have remained indecisive about their attitude towards FM radio as a source of improvement of social network.
A majority of the respondents (71.20%) have remained indecisive about their attitude towards FM radio as a source of enhancement of business relations.

A majority of the respondents (73.02%) have remained indecisive about their attitude towards FM radio as a source of increased social mobilization.

A majority of the respondents (71.88%) have remained indecisive about their attitude towards FM radio as a source of increased economic transaction.

A majority of the respondents (73.02%) have stated that FM radio increased environmental concern among the audience.

A majority of the respondents (61.45%) have stated that FM radio promoted intercultural relations in modern society.

A majority of the respondents (81.41%) have stated that FM radio had provided entertainment to the audience.

A majority of the respondents (61.00%) have stated that FM radio had provided better human relationship management opportunities.

A majority of the respondents (63.27%) have stated that FM radio promoted communication skills of the audience.

5.2.5 Uses of FM Radio Programmes.

A majority of the respondents (66.89%) have stated that FM radio had not facilitated life skills development among the audience.

A majority of the respondents (71.20%) have stated that FM radio facilitated knowledge enhancement about life and environment in modern times.

A majority of the respondents (78.68%) have stated that FM radio facilitated better recreation and relaxation among the audience.

A majority of the respondents (64.85%) have stated that FM radio facilitated the flow of advertisements on the availability of goods and services in modern times.

A majority of the respondents (52.15%) have remained indecisive about their views on usefulness of FM radio from integrated personality development of audience point of view.

A majority of the respondents (51.93%) have remained indecisive about the usefulness of FM radio as a means of better connectivity and social network development among the audience.
A majority of the respondents (53.51%) have remained indecisive about the usefulness of FM radio as a means of facilitating emulation of role models in all walks of life among the audience.

A majority of the respondents (67.12%) have remained indecisive about the usefulness of FM radio as a means of facilitation of better professional advancement opportunities and resources among the audience.

A majority of the respondents (81.41%) have stated that FM radio had not facilitated the cultivation of healthy attitudes and behavioral patterns among the audience.

A majority of the respondents (56.92%) have remained indecisive about the usefulness of FM radio in facilitating better problem solving ability in times of crisis and natural disasters among the audience.

A majority of the respondents (64.85%) have remained indecisive about the usefulness of FM radio in facilitating better sensitization of stakeholders of governance and development in modern times.

A majority of the respondents (54.20%) have remained indecisive about the usefulness of FM radio as a means of facilitating better business communication, transaction and promotional opportunities.

A majority of the respondents (85.49%) have stated that FM radio had not facilitated better social and political mobilization for environment protection in modern times.

A majority of the respondents (88.44%) have remained indecisive about the usefulness of FM radio as a means of better social get together, interaction and participation among the audience.

A majority of the respondents (67.35%) have stated that FM radio had facilitated the overcoming of work pressure and ensures relaxation among the audience.

A majority of the respondents (80.95%) have stated that FM radio had not facilitated the cultivation of healthy decision making and performance orientation among the audience.

A majority of the respondents (80.50%) have stated that FM radio had not facilitated the overcoming of emotional upheavals, imbalances and disadvantages among the audience.

A majority of the respondents (56.01%) have remained indecisive about the usefulness of FM radio from the points of view of inter-cultural communication and cultural integration.
A majority of the respondents (71.20%) have remained indecisive about the usefulness of FM radio from the points of view of spiritual inclination and advancement among the audience.

5.2.6 Gratifications of FM Radio Services

- A majority of the respondents (51.02%) have that FM radio enabled them to cultivate human values.
- A majority of the respondents (53.52%) have stated that FM radio had not enabled the adoption of new technologies, thoughts and practices.
- A majority of the respondents (50.11%) have stated that FM radio had enabled the de-stressing of oneself.
- A majority of the respondents (61.45%) have stated that FM radio enabled them to exchange ideas and experiences.
- A majority of the respondents (64.40%) have stated that FM radio had not enabled them to cultivate pro-social behavior.
- A majority of the respondents (66.89%) have stated that FM radio had not enabled them to maintain cordial human relations.
- A majority of the respondents (68.03%) have stated that FM radio had not enabled them to acquire problem-solving ability.
- A majority of the respondents (70.07%) have stated that FM radio had not enabled them to develop sportsmanship.
- A majority of the respondents (63.95%) have stated that FM radio had not enabled them to shoulder civic responsibilities.
- A majority of the respondents (71.66%) have stated that FM radio had not enabled them to think in novel ways and develop sense of social justice.
- A majority of the respondents (71.20%) have stated that FM radio had not enabled them to become adventurous persons in life.
- A majority of the respondents (61.68%) have stated that FM radio had not enabled them to cultivate patriotism.
- A majority of the respondents (62.81%) have stated that FM radio had not enabled them to participate actively in nation building activities.
- A majority of the respondents (51.93%) have stated that FM radio had not enabled them to achieve better socio-emotional development.
A majority of the respondents (56.46%) have stated that FM radio had not enabled them to adjust themselves with changing environment.

A majority of the respondents (61.22%) have stated that FM radio had not enabled them to think globally and act locally.

A majority of the respondents (69.16%) have stated that FM radio had not enabled them to develop business relations and approaches.

A majority of the respondents (67.12%) have stated that FM radio had not enabled them to gain the benefit of sensitization over significant issues and developments.

A majority of the respondents (52.38%) have stated that FM radio had not enabled them to become broad minded persons.

A majority of the respondents (53.74%) have stated that FM radio had not enabled them to lead positive and purposeful life.

5.3 Testing of Hypotheses

**H1. The FM radio listeners of Karnataka state have not gained adequate communications media exposure.**

The data which are presented in the above tables mainly 4.3.1 to 4.3.12 clearly reveal that the FM radio listeners of Karnataka state had enjoyed the benefit of adequate communications media exposure. Hence, the above hypothesis stands disproved according to the data analysis.

**H2- FM radio use patterns are not common in Karnataka state**

The data which are presented in the above tables mainly 4.4.1 to 4.4.4 clearly reveal that the FM radio use patterns are common in Karnataka state regardless of geographical areas and demographic features. Hence, the above hypothesis stands disproved according to the data analysis.

**H3- FM radio exposure among the listeners in Karnataka is not uniform.**

The data which are presented in the above tables mainly 4.5.1 to 4.5.3 clearly reveal that the FM radio exposure among the listeners in Karnataka is not uniform. Hence, the above hypothesis stands disproved according to the data analysis.

**H4- FM radio programmes are not regularly listened by the respondents.**

The data which are presented in the above tables mainly 4.6.1 to 4.6.3 clearly reveal that the FM radio programmes are regularly listened by the respondents. Hence, the above hypothesis stands disproved according to the data analysis.

**H5- The respondents have not cultivated positive attitude towards FM radio.**
The data which are presented in the above tables mainly 4.7.1 to 4.7.15 clearly reveal that the respondents have cultivated positive attitude towards FM radio broadcasting in Karnataka state. Hence, the above hypothesis stands disproved according to the data analysis.

**H6- FM radio programmes are not useful to the listeners**

The data which are presented in the above tables mainly 4.8.1 to 4.8.19 clearly reveal that the respondents have not found FM radio broadcasting useful in their day to day lives in Karnataka state. Hence, the above hypothesis stands disproved according to the data analysis.

**H7- The respondents are not fully satisfied by the FM radio services**

The data which are presented in the above tables mainly 4.9.1 to 4.9.20 clearly reveal that the respondents have not found FM radio broadcasting satisfactory in Karnataka state. Hence, the above hypothesis stands disproved according to the data analysis.

### 5.4 Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the FM radio stations in Karnataka state. It was also not possible to study the perception of all the stakeholders on the impact of FM radio on the audience in rural and urban areas of Karnataka due to lack of time. The usual limitations of the survey method such as time, human inadequacies, resource constraints, recollection and communication were experienced by the researcher. It was not possible to contact all the policy makers, broadcasters, audience and others associated with FM radio broadcasting in the study areas due to large numbers, lack of time and other constraints. Incidental, purposive and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

### 5.5 Implications of the Study

The implications of the findings of the study with reference to the impact of FM radio on the audience of Karnataka state in general terms are given below.

#### 5.5.1. Implications on Government of India

Several international and national conferences and investigations have emphasized the role of the state in the protection of public interest across the globe. The investigation reveals that it is imperative to formulate a national policy on broadcasting at this juncture and
constitute an advisory body consisting of policy makers, bureaucrats, development experts, legal luminaries, researchers and media activists for evolving a need based national policy. The government may also establish Media Council of India in order to prepare grounds for the broadcasting of positive, constructive and healthy AM and FM broadcasting services in the country at national, regional and grassroots levels. A special emphasis could be laid on promoting healthy growth and development of audience through meaningful initiatives and actions. Efforts should also be made to prevent certain programmes which have harmful effects on the personality and progress of audience as a matter of social concern and responsibility. Enforcement of suitable legislation and providing assistance to broadcasters would go a long way in promoting sound personality of audience who matter most in the modern times. The codes of practice should be developed in consultation with professional broadcasters, legal luminaries, educationists and other advocates of public interest in order to prevent the abuse of FM broadcasting and promote healthy personality of audience. The audience should be protected from exposure to unhealthy programs and other unsolicited material which harm their personality. The Government of India should play a decisive role in developing and administering standards for FM broadcasting in particular.

5.5.2 Implications on Mass Media

Mass media like newspapers, magazines, radio and television have a great social responsibility of promoting healthy personality of audience in modern society. The media should launch series of campaigns in order to educate and sensitize the stakeholders of national development and popularize the beneficial effects of various development programmes in the country. The print media can have special columns, pages and supplementary which would promote healthy personality of the audience through broadcasting of meaningful FM radio services. The print media should also sensitize various stakeholders of broadcasting management about the prevention of harmful effects of FM radio on the audience through promotion of media literacy, media appreciation and campaigns. The electronic media should also provide special broadcasting services which would benefit the audience on the healthy FM radio use patterns in modern times.

5.5.3 Implications on Universities and other Educational Institutions

The educational institutions also have a social obligation. The teachers have a responsibility of educating the students in both formal and informal ways on cultivation of media habits and media use patterns. In particular, the commercialization of FM broadcasting and its effects on society should be systematically discussed, debated and investigated. The educational institutions should also carry out research activities, extension programmes and
publication programmes which would benefit the audience in several ways. These institutions should also organize seminars and conferences which highlight the positive and negative sides of the FM radio broadcasting in modern times to create suitable checks and balances. These institutions should also become prominent centers of media orientation and the teachers should assume the role of advocates of public interest in modern society.

5.5.4 Implications on Non-Government Organizations

The non-government organizations constitute the third force which is responsible for accelerating the progress of nation in general and personality development in particular. The non-government organizations such as farmer’s associations, worker’s unions, women’s associations, youth clubs, literary organizations, cultural organizations, self-help groups and so on should take active part in the process of media literacy development and prevent the broadcasting of negative programmes through FM radio. The activists of non-government organizations should also fight against violation of human rights and facilitate meaningful implementation of various personality development programmes. These agencies should also provide large number of opportunities towards facilitating appropriate agenda setting, network development, project implementation, public campaigning and evaluation activities concerning FM radio broadcasting at various levels.

5.6 Implications on Future Research

An attempt has been made by the researcher to examine the impact of FM radio on audience of Karnataka state. But, during the course of the study, it is understood that there are many areas which warrant serious research interest in this important branch of mass communication in India. Media intervention for national development is a vast area of research. Personality development of audience is also another vital area of research in modern society. Research on FM radio broadcasting is usually directed at examining the standard of contents of FM radio and effects of FM radio on audience. There is a need for establishment of linkage between FM radio broadcasting and integrated development of the audience in a developing country like India. Future studies should clearly establish how FM radio broadcasting services affect the mankind in the new millennium.

The study primarily reveals that most of the listeners of FM radio preferred to listen to these programmes alone. The future researchers could look into making FM radio programmes family oriented by suggesting appropriate changes in the program format and contents thereby. This would enhance the social recognition of FM broadcasting in future.
Further research may be planned to probe at the micro level with respect to demographic features to identify the possible reasons to explore why the listening to FM programmes does not make a positive impact with respect to cultivation of human values.

The future generation of researchers should carry out the formative research on FM radio broadcasting which is the best way to find out the right kind of FM radio programmes that would reach out to the audience and bring about their healthy personality. The process evaluation might also be carried out since the effects of FM radio broadcasting need to be examined scientifically in order to prevent the harmful effects of FM radio and enhance the positive effects of FM radio broadcasting in modern times. The summative evaluation could also be carried out by the next generation of researchers since it would identify better FM radio programmes with a focus on integrated development of people on the basis of systematic evaluation and expert suggestions and guidelines.

Experimental research studies should also be carried out in order to improve the role of FM radio in the processes of inclusive development, sustainable development and integrated development of the mankind. Specific efforts should be made by the next generation of researchers in order to find out the gainful and harmful effects of FM radio on women, children, adolescents, youth and other segments of population in modern society. Tested and tried FM radio broadcasting methods and initiatives are required to know how this new channel could be utilized as an effective instrument of development of mankind. Hence, a combination of quantitative analysis, qualitative analysis, content analysis, case study and experimental research is strongly advocated for understanding the impact of FM radio on society.

5.7. Epilogue

The FM radio broadcasting began in India in 1977. The Radio City Bangalore is India's first private FM radio station and was started on July 3, 2001. The Indian policy currently states that these broadcasters are assessed a One-Time Entry Fee (OTEF), for the entire license period of 10 years. Under the Indian accounting system, this amount is amortized over the 10 year period at 10% per annum. Annual license fee for private players is either 4% of revenue share or 10% of Reserve Price, whichever is higher. Earlier, India's attempts to privatize its FM channels ran into rough weather when private players bid heavily and most could not meet their commitments to pay the government the amounts they owed. The present investigation was carried out in Karnataka state to assess the impact of FM radio
on audience. FM radio channels have cropped up in large number over a period of time in India. The study reveals that FM radio services were neither useful nor satisfactory from the respondents’ point of view. But, the FM radio broadcasting services are not designed and implemented by the specialists in the study areas. However, the current FM radio broadcasting services have certain short comings and drawbacks from audience’ safety and development points of view. These FM radio stations are required to do serious introspection with a view to widen their reach, enhance their status and deliver audience-friendly services in modern times. Besides this, systematic investigations would also enrich the process of FM radio broadcasting in Karnataka state. The future agenda for FM broadcasters must deal with the processes of social responsibility, professional ethics, social accountability, human resources development, public welfare and integrating the constituent publics which can facilitate greater development of mankind through suitable FM radio broadcasting initiatives and services. The policy makers and professionals should understand the needs of audience in specific age groups and deliver audience-specific programmes in order to promote integrated development of the audience.